

# Vista Transit Update

## September 26, 2023



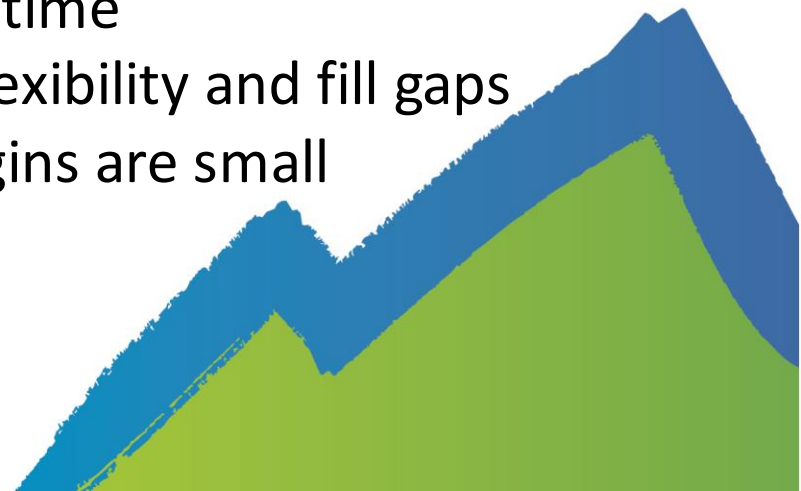
# Vista Transit Update

- Staffing situation
- Ridership trends
- Route changes
- Fare free program
- Future considerations



# Staffing Update

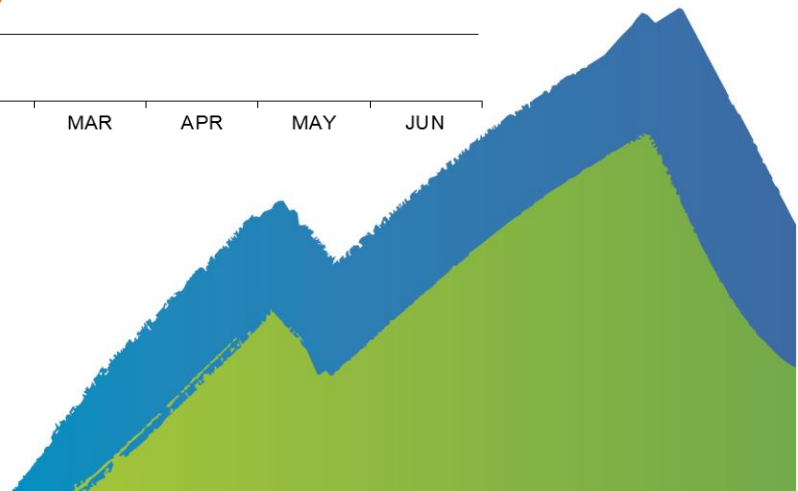
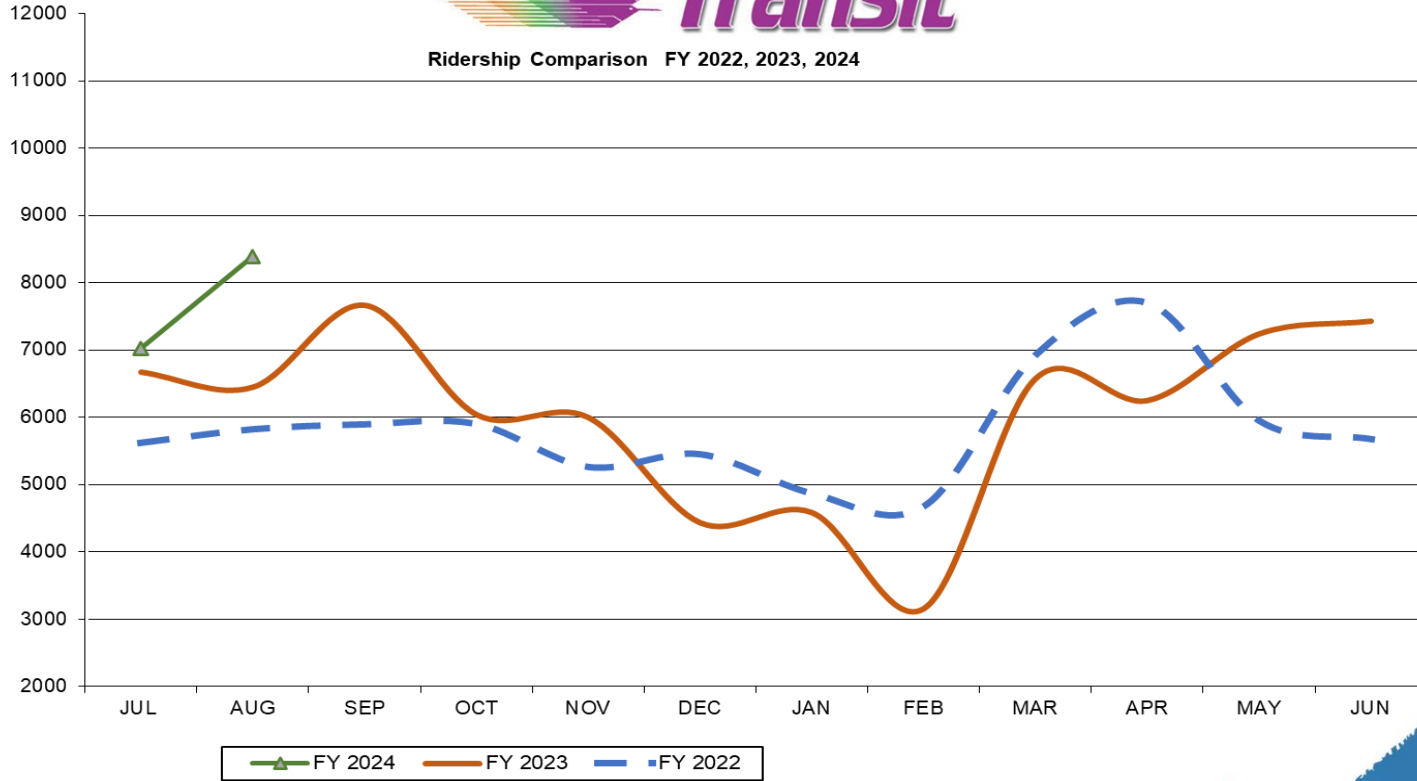
- Admin staff – 3
  - Added a front desk position
  - The Specialist is still needed to assist with routes
- Full time drivers – 6 (fully staffed = 8)
  - Half are new within the last year
- Part time drivers – 2 (fully staffed = 6)
  - Both are new within the last year
  - Filling part time positions is challenging
- Still hiring for additional part time
  - Part time positions add flexibility and fill gaps
- Staffing is improved but margins are small



# Ridership Trends



Ridership Comparison FY 2022, 2023, 2024



# Ridership Trends

- Ridership doubled between Feb and Mar 2023
  - Has remained above previous fiscal years for all except Apr 2023
- Some stops have increased dramatically
  - Fry's +1173%
  - Warrior Healing Center +838%
  - Ross +833%
  - Lenzner/Bella Vista +675%
- Results of individual impacts are difficult to separate



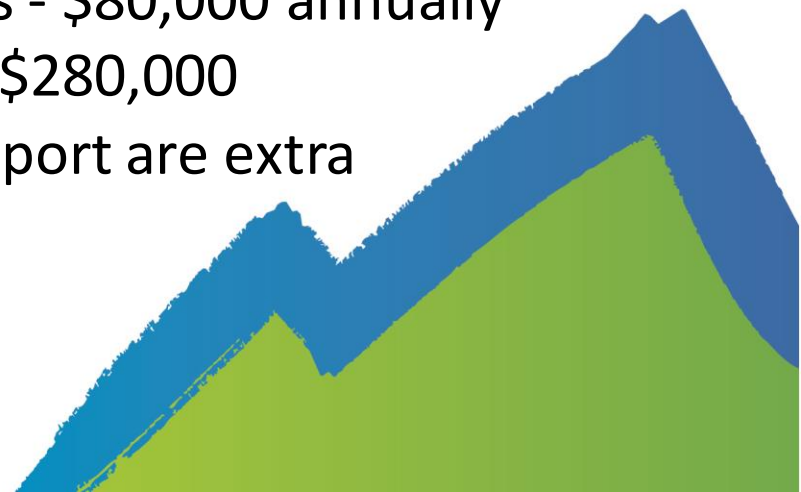
# Route Changes

- We continue to operate consolidated scheduling
  - Paratransit, one fixed route, on-demand scheduling
  - No Fort Huachuca or weekend route
  - One less hour in the evening
- On-demand service has been very popular
  - Generational differences
  - More efficient trips but more costly to operate
  - Popularity has challenged available staffing



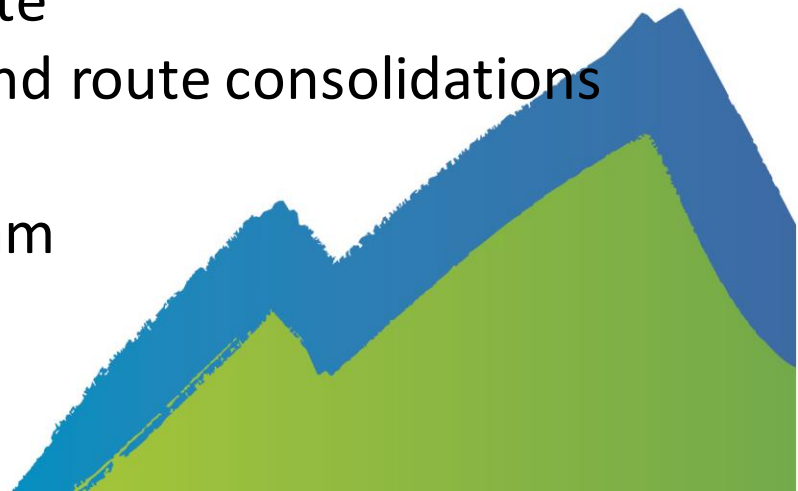
# Fare Free Pilot Program

- Driving factors
  - Limited fare revenues - \$63,000 annually
  - Direct expenses associated with collecting fares were comparable to fare revenues
  - Indirect expenses
  - Trend towards cashless operations
  - FTA apportionment based in on ridership
- Cashless Systems
  - Maintenance/licensing fees - \$80,000 annually
  - Set-up costs = \$240,000 to \$280,000
  - Transaction fees and IT support are extra



# Fare Free Pilot Program

- Positive reception from both the public and staff
  - Current conditions would make it very difficult to collect fares
- Ridership is up
  - Impacts are difficult to separate
    - FY2020 route changes
    - COVID
    - Federal mask mandate
    - Staffing challenges and route consolidations
    - On-demand service
    - Fare free pilot program



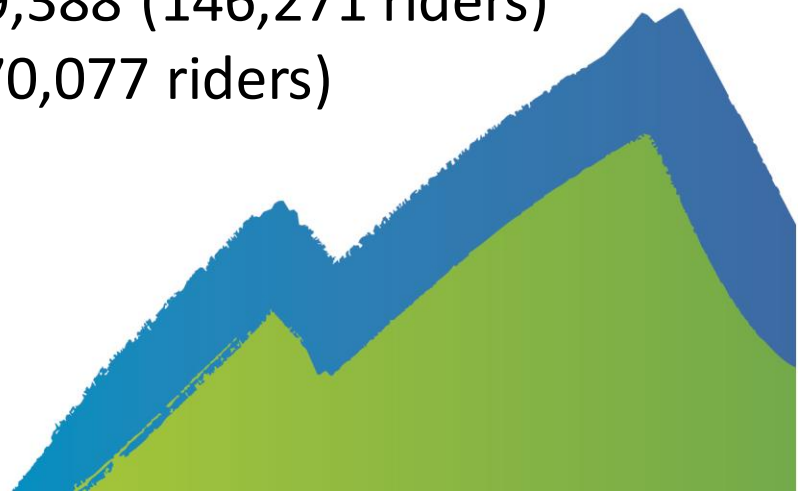


# Fare Free Pilot Program

- The FTA last figured apportionments from FY2019 data
- The City's FY2024 FTA apportionment will be based on FY2022 data
- Recent ridership increases were in FY2023, so they will not factor into calculations for another year

FY2023 Apportionment = \$1,049,388 (146,271 riders)

FY2024 Apportionment = TBD (70,077 riders)



# Future Considerations

- Decision to continue the fare free pilot program
- Transit Master Plan update
  - Fixed routes
  - On-demand
- Evaluation of the City's Transit fleet
- Staffing

